What is claimed is:

1. A method for dynamically creating and delivering interactive personalized multimedia content in an electronic environment, comprising:

providing a narrative framework;

sequencing and editing the narrative framework, based upon a user profile, to create a dynamically generated narrative;

modifying the dynamically generated narrative based upon a delivery context; and

rendering the modified narrative.

2. The method of claim 1, further comprising updating the user profile based on a user interaction history.

3. The method of claim 1, in which the user profile is created by gathering data from the user, analyzing a history of the user, monitoring data related to the user, and detecting patterns and trends of the user.

4. The method of claim 1, in which the delivery context comprises a display area.

5. The method of claim 1, in which the delivery context comprises a network connection.

6. The method of claim 1, in which the narrative framework further comprises content elements, each content element comprising a plurality of types of representations having different media characteristics, facilitating modification based upon delivery context.

7. A method for generating a personalized broadcast program guide that suggest programs to a user, the method comprising:

creating a standard program schedule based upon an initial time period;

obtaining a profile of the user;

selecting suggested programs based upon the user profile and the standard program schedule;

resolving constraints specified by display rules; and

displaying the suggested programs in accordance with the resolved constraints.

8. The method of claim 7, further comprising periodically refining the user profile.

9. The method of claim 7, in which the user profile represents interests of the user.

10. A method for dynamically assembling content, comprising:

adapting the content to a user;

adapting the content based upon available content; and

adapting the content to a context at a delivery time.

11. The method of claim 10, in which the context comprises a display area.

12. The method of claim 10, in which the context comprises a network connection.

13. A computer readable medium storing a program for dynamically creating and delivering interactive personalized multimedia content in an electronic environment, comprising:

a retrieving source code segment that retrieves a narrative framework;

an editing source code segment that sequences and edits the narrative framework, based upon a user profile, to create a dynamically generated narrative;

a delivery context source segment that modifies the dynamically generated narrative based upon a delivery context; and

a rendering source code segment that renders the modified narrative.

14. The medium of claim 13, further comprising a profile updating source code segment that updates the user profile based on a user interaction history.

15. The medium of claim 13, further comprising a profile creation source code segment that creates the user profile by gathering data from the user, analyzing a history of the user, monitoring data related to the user, and detecting patterns and trends of the user.

16. The medium of claim 13, in which the delivery context comprises a display area.

17. The medium of claim 13, in which the delivery context comprises a network connection.

18. The medium of claim 13, in which the narrative framework further comprises content elements, each content element comprising a plurality of types of representations having different media characteristics, facilitating modification based upon delivery context.

19. A computer readable medium storing a program for generating a personalized broadcast program guide that suggest programs to a user, the program comprising:

a creation source code segment that creates a standard program schedule based upon an initial time period;

a profile source code segment that obtains a profile of the user;

a selecting source code segment that selects suggested programs based upon the user profile and the standard program schedule;

a constraint source code segment that resolves at least one constraint specified by at least one display rule; and

a display source code segment that displays the suggested programs in accordance with the resolved constraint.

20. The medium of claim 19, further comprising a refining source code segment that periodically refines the user profile.

21. The medium of claim 19, in which the user profile represents interests of the user.

22. A computer readable medium storing a program for dynamically assembling content, comprising:

a user source code segment that adapts the content to a user;

a content source code segment that adapts the content based upon available content; and

a delivery context source code segment that adapts the content to a context at a delivery time.

23. The medium of claim 22, in which the context comprises a display area.

24. The medium of claim 22, in which the context comprises a network connection.